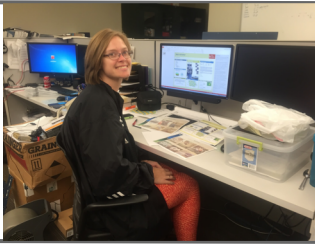


# Public Service Announcement



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SHL Air Quality Division

## Part I: Overview

Since 1904, the SHL has been at the forefront of public health issues in Iowa. As the state's public health and environmental laboratory, the SHL serves all of Iowa's 99 counties through disease detection, environmental monitoring, and newborn and maternal screening.

In its early years, the Hygienic Laboratory tested for typhoid, diphtheria, rabies and tuberculosis.

Today, the SHL also quickly responds to other infectious disease threats, including mumps, whooping cough, salmonella and global threats such as HIV and tuberculosis. The Lab's mission has also expanded to address biological and chemical terrorism response and readiness.

## Part II: Job Specifics

I worked at the SHL to extend their outreach programs.

### K-12 Outreach

- Each year through a selection process, the SHL mentors junior high and high school students with their science projects through our Student Mentorship Program.

### Internships & Practicums

- Prepare for your next career adventure by embarking on an opportunity at the State Hygienic Laboratory.

### Fellowships

- Fellowships provide students (generally post-graduate) an opportunity to apply the technologies, methods and practices related to their field of expertise in a professional environment.

### Air Quality

- Monitors the quality of the air for the DNR and EPA.

## Part III: Problem

The SHL is looking for different resources to reach the public. They want students to be aware of the different scientific fields and careers.

## Part IV: Background Knowledge

- What each division does at the SHL.
- Visual Appeal
- Target Audience: Public and K-12 Students
- Speech Skills
- Marketing and Graphic Design Procedures
- Website Link: <http://www.shl.uiowa.edu/>

## Part V: Business Solution

- SHL is working with their real world extern and K-12 students to create several PSAs. SHL will work closely with all of the students to create the best PSA.
- Career overviews

## Part VI: Student Solutions

- Create public service announcements for the SHL and each division.
- The PSA will spread the word about the SHL and different careers.
- The PSA will be shared with schools who plan on taking a tour or doing a project with the State Hygienic Lab.